

Midge Ure in Christchurch

DATE: Thursday, October 23, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

Midge Ure in Christchurch is a premier performing-arts event in Christchurch. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: performing-arts
Importance Rank: 41/100
Expected Attendance: 374 people
Event ID: FJgTMC9KRypTM35yBh

Hotel Demand Indicators

ADR Impact Index: 5.0x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 150 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

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